

Career Development Center

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MAKING SOCIAL MEDIA WORK FOR YOU

USING SOCIAL MEDIA IN YOUR JOB SEARCH

With use of social media becoming a more and more popular way to find jobs, it's helpful to know how to manage all of your platforms in order to best represent yourself. This handout is your guide to navigating the big three – LinkedIn, Twitter, and Facebook.

Why LinkedIn?

- It's professional. By joining, you are, too.
- On LinkedIn, you don't job search – *you people search*. People hire. Job listings do not.
- Introductions are easy and credible.
- It's much easier to be strategic with your networking.

LinkedIn Dos and Don'ts

Do	Don't
Do choose your "Professional Headline" carefully. This is what appears under your name in a search. List your current job or internship title or describe your experience as a student (think "Senior English major with a sharp editorial eye.")	Don't simply list "Student at Lewis & Clark College." It doesn't tell them too much about you.
Do list your relevant work experience. Keep it updated and fresh. Try to think of what your employers would want to see and highlight those experiences – internships, research experiences, summer employment, etc.	Don't list every job that you've ever had if they distract from your best talents and skills – tutor, dog-walker, part-time frozen yogurt chef. Too much information can be busy and distracting.
Do list relevant blogs, online publications, projects, or websites that you author or to which you contribute.	Don't include your blog about your spring break trip to Mexico (potentially inappropriate) or personal daily musings on life (irrelevant).
Do join groups. Join L&C Net, professional organizations you are interested in, and other groups that could provide opportunities to network and get your questions answered.	Don't join every group you can imagine. Your groups are listed on your profile and reflect your professional interests.
Do achieve 100% completion on your profile and seek recommendations from former colleagues, supervisors, and professors.	Don't connect with any old John Doe. When it comes to connections, aim for quality, not quantity.

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Other LinkedIn Tips:

- Update your status. Post updates on your research paper, travel, interesting articles you've read, volunteer experiences, etc. Keep it professional.
- Consider your privacy settings, especially when you're updating your profile (you want to try to avoid notifying all of your contacts every time you change a word or add a comma).
- Consider putting a LinkedIn badge in your email signature.
- Post a photo! People like to have a face to go with the name. A nice headshot works well.
- Check out the Lewis & Clark College Career Network on LinkedIn.
- Visit LinkedIn's valuable support page and student section if you get stuck: learn.linkedin.com.

Why should I use Twitter?

Twitter is evolving into a great job seeking resource. Following a company's tweets is a great way to stay up to date on the current state of the organization and be the first to see potential job openings.

- **Stay current.** Tweets are "accelerated conversations." Many jobs are tweeted before they are posted on other job sites.
- **Follow.** Keep up with companies of interest and their employees.
- **Search.** One more place to look. Search #jobs, #internships, #pdxjobs, etc.
- **Present yourself as a professional.** Use the 160 character bio as a place for your elevator pitch to attract potential employers. Upload a professional looking avatar. Tweet about your job search and interests.

How can I best use Facebook?

Much like Twitter, Facebook can also be a great way to connect with employers. You can follow their timeline, comment on their posts, and check out the links and articles they post. However, if you are going to make your profile public as you enter into your search, consider the following:

- Clean up those photos. Remember those spring break pictures we spoke about earlier? If they're out there for the world to see, it's entirely possible that future employers will find them.
- Remember the golden rule – Would it be awkward to explain to your grandma or boss? If so, don't post it.
- Keep status updates professional – nothing about the breakup with your significant other or how much beer you drank last night.
- Choose a tasteful cover photo and profile picture that will present you in a professional light.
- You could also consider having a private profile. Employers may be annoyed that they can't check up on you but they will also see that you making the responsible choice of maintaining internet privacy.

Want to see examples of how to use social media effectively? Check out the Career Development Center and Lewis & Clark's social media platforms

facebook.com/engageLC | @PioCareers

facebook.com/lewisandclarkcollege | @lewisandclark

Adapted from "LinkedIn 101 (+ a little Twitter) – Dos and Don'ts to Break the Ice, Build a Network, and Be Noticeable by Amy H. Taylor, 2009.